LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
ADVERTISING

PRINT PRODUCTION ESTIMATE DATE: 08/23/94

CLIENT:	PHILIP MORRIS INC	CLIENT ID#:	BAS2019-94/B2G1
L B JOB#:	M41199	FISCAL YEAR:	94
AD#:		START DATE:	08/23/94
SIZE/COLOR:		REV #:	00
MEDIA/DATE:	P.O.S. DECEMBER 1994	REV DATE:	
DESCRIPTION:	DEC B2G1F PACK PROMOTION	PREV REV DATE:	
		SERVICER:	KROHMER
PRODUCT:	66-BASIC		

	PREVIOUS ESTIMATE	CURRENT ESTIMATE
DYES/PRINTS		100.00
ILLUSTRATION		
RETOUCHING		2,000.00
REPRODUCTION FEES		
PHOTOGRAPHY		
TOTAL VISUALS		2,100.00
TYPOGRAPHY/LETTERING		500.00
KEYLINE		5,500.00
PHOTOSTATS		1,000.00
TOTAL STUDIO		7,000.00
PRINTING MATERIAL		
OTHER (SEE NOTES)		
COMPREHENSIVE LAYOUT		
TOTAL COMMISSIONABLE COSTS		9,100.00
AGENCY COMMISSION		1,365.00
SHIPPING AND OTHER NET COSTS		50.00
TOTAL GROSS COSTS		10,515.00

NOTES:
PACK SLEEVE (KINGS)
PACK SLEEVE (100'S)
DANGLER
POSTER
40 DEAL COUNTER DISPLAY (HEADER/FENCE/BASE)

CLIENT _____ DATE _____ AGENCY _____ DATE 9/1/94

BRAND

ax-8/29/94

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Source: https://www.industrydocuments.ucsf.edu/docs/ghfn0004